



OTAG Administrative POLICY BULLETIN

Effective Date: 22 October 1999

Number: 99-2

Expiration Date: 22 October 2000

Business Cards

This bulletin provides the Military Department (OTAG) policy, criteria, and administrative instructions concerning composition and reproduction of state and federal business cards produced by the Directorate of Administration at the Office of The Adjutant General (OTAG) and applies to members of the California National Guard, military personnel of other branches, retired military personnel and civilian personnel of the Military Department.

Military Department business cards, produced at OTAG, are available only to employees and California National Guard members working at or assigned to OTAG.

CA NG Form 25-30A, dated October 1999 will be used to request business cards. A supervisor's signature is required. Only one recipient may be named on a single request form. Requests will be forwarded to CAJS-A-G, Graphics.

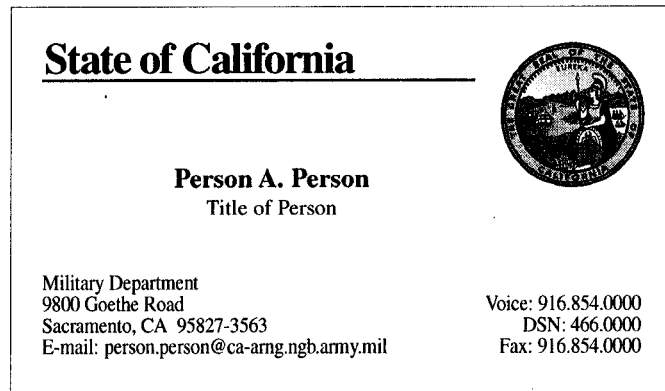
Business cards will contain only business information, personal information will not be included. The official business logo will be printed on the card. No other logos will be permitted. Examples of business cards and typesetting specifications are found on pages 2 and 3 of this Policy Bulletin.

A standard supply of business cards is 100. General Officers and Chiefs of Staff will receive a supply of 250. If the normal supply of cards is insufficient, justification for a larger number of cards must be included in the additional instructions block on CA NG form 25-30A, approved by the requestor's first line supervisor and the Admin Services Officer.

FOR THE ADJUTANT GENERAL:

RICHARD E. BEARDSLEY
COL, GS, CAARNG
Director of Administration

DISTRIBUTION:
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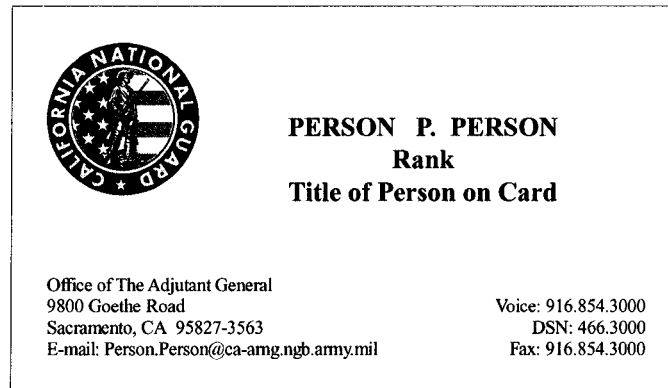


State Business Card

State Business Cards

- a. The size of the business card will be 2 x 3 1/2 inches.
- b. A 3/16 inch gutter will be maintained around the inside perimeter of the card.
- c. A color California State Seal 3/4 inch in diameter will be placed in the upper right-hand corner exactly 3/16 of an inch from the top edge of the card and 3/16 from the right edge of the card. The official seal is shown above in black and white.
- d. The words, "State of California" in upper-lower case letters will be printed with black ink 3/16 of an inch from the top edge of the card and 3/16 inch from the left hand edge of the card in times roman bold 16 point type with 16 points of leading.
- e. A one point line will be printed in black ink 1/32 of an inch below the base and will extend 2 1/4 inches in length starting 3/16 inch from the left hand edge of the card.
- f. The individuals name will be printed with black ink in all upper-lower case letters in times roman bold, 10 point type with 11 points of leading and placed 13/16 of an inch from the top edge of the card and centered between the left hand edge of the state seal and the 3/16 right hand gutter.
- g. The line below the name will contain the occupational title and will be printed with black ink in upper-lower case timesroman 8 point type with 8 points of leading and will be centered on the individuals name.
- h. The business name will be "Military Department."
- i. The business name, address and e-mail address will be printed with black ink and quadded left in upper-lower casetimes roman 8 point type with 8 points of leading and a horizontal width setting of 90%, placed 3/16 of an inch from the left edge of the card, with the base line of the e-mail address 3/16 of an inch from the bottom edge of the card.
- j. Telephone numbers will be printed with black ink and quadded right in upper-lower case times roman 8 point type with 8 points of leading with a horizontal width setting of 90% and placed 3/16 of an inch from the right edge of the card, with the base line exactly 3/16 of an inch from the bottom edge of the card.
- k. The stock for the card will be 65# white bristol.

*See example above.



Standard Business Card

Standard Cards

- a. The size of the card will be 2 x 3 1/2 inches
- b. A 3/16 inch gutter will be maintained around the inside perimeter of the card.
- c. A California National Guard color logo 3/4 inch in diameter will be placed in the upper left-hand corner 3/16 of an inch from the top edge and 3/16 from the left edge of the card. The official logo is shown above in black and white.
- d. The individuals name will be printed with black ink in all capital letters in times roman bold 12 point type with 13 points of leading and placed 9/16 of an inch from the top edge of the card and centered between the right hand edge of the logo and the 3/16 right hand gutter.
- e. The line below the individuals name will contain the individuals rank printed with black ink and will be in upper-lower case times roman bold 12 point type with 13 points of leading and will be centered on the individuals name.
- f. The line below rank will contain the occupational title printed with black ink in upper-lower case times roman bold 12 point type with 13 points of leading and will be centered on the individuals name.
- g. The business name will be "Office of The Adjutant General".
- h. The business name, address and e-mail address will be printed with black ink and quadded left in upper-lower case times roman 7 point type with 8 points of leading with a horizontal width setting of 90% and placed 3/16 of an inch from the left edge of the card, with the base line of the of the e-mail address 3/16 of an inch from the bottom edge of the card.
- i. Telephone numbers will be printed with black ink and quadded right in upper-lower case times roman 8 point type with 8 points of leading with a horizontal width setting of 90% and placed 3/16 of an inch from the right edge of the card, with the base line 3/16 of an inch from the bottom edge of the card
- j. The stock for the card will be 65# white bristol.


*See example above.

State of California Military Department


Business Card Order Form

OFFICE OF THE ADJUTANT GENERAL IS THE PROVIDER OF THIS SERVICE

1. You are encouraged to keep the information on your business cards brief and concise to enhance its readability.
2. It is the Department policy to use the State Seal on cards used for state business, and the California National Guard logo on all others. At no time will more than one seal, logo, or symbol be used.
3. Proofread all business card requests before submitting them. Be sure spelling, capitalization, punctuation, spacing, e-mail addresses, phone numbers and business information are legible and correct.
4. Your first line supervisor must sign this form before submitting the request.

	PERSON P. PERSON Rank Title of Person on Card
Office of The Adjutant General 9800 Goethe Road Sacramento, CA 95827-3563 E-mail: Person.Person@ca-armg.ngb.army.mil	
Voice: 916.854.3000 DSN: 466.3000 Fax: 916.854.3000	

Standard Card

State of California	
Person A. Person Title of Person	
Military Department 9800 Goethe Road Sacramento, CA 95827-3563 E-mail: person.person@ca-armg.ngb.army.mil	
Voice: 916.854.0000 DSN: 466.0000 Fax: 916.854.0000	

State Card

PLEASE WRITE LEGIBLY

REQUESTED BY:	EXTENSION:	REQUEST DATE:	DATE NEEDED:
SECTION:	MAIL BOX NUMBER:	TYPE OF CARD: <input type="checkbox"/> STANDARD <input type="checkbox"/> STATE	

NAME:	RANK:	TITLE:	
VOICE:	FAX:	PAGER:	DSN:
E-MAIL:			
BUSINESS ADDRESS (IF DIFFERENT FROM ABOVE):			

ADDITIONAL INSTRUCTIONS:

ADMIN OFFICER APPROVAL: <input type="checkbox"/> APPROVED <input type="checkbox"/> DISAPPROVED	SUPERVISOR'S PRINTED NAME:
SPECIAL INSTRUCTIONS:	RANK/TITLE:
ADMIN OFFICER SIGNATURE:	SIGNATURE: